VICTORIAN CURRICULUM AND ASSESSMENT AUTHORITY

Victorian Certificate of Education 2012

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

Figures									
Words									

MEDIA

Written examination

Monday 19 November 2012

Reading time: 3.00 pm to 3.15 pm (15 minutes)
Writing time: 3.15 pm to 5.15 pm (2 hours)

QUESTION AND ANSWER BOOK

Structure of book

Section	*Number of questions*	*Number of questions to be answered*	*Number of marks*
A	3	3	24
B	3	3	20
C	4	4	21
			Total 65

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners and rulers.
- Students are NOT permitted to bring into the examination room: blank sheets of paper and/or white out liquid/tape.
- No calculator is allowed in this examination.

Materials supplied
- Question and answer book of 15 pages.
- Additional space is available at the end of the book if you need extra paper to complete an answer.

Instructions
- Write your **student number** in the space provided above on this page.
- Answer **all** questions in the spaces provided.
- All written responses must be in English.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

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SECTION A – Narrative

Name the texts that you studied for narrative this year.

_____

_____

Question 1

a. Identify **two** production elements.

_____

_____

2 marks

b. Describe how the two production elements identified in **part a.** were used to communicate ideas in the opening of one text that you studied this year.

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6 marks

Question 2

a. Define one of the following story elements.

Tick (✓) the story element you have selected.

- ☐ cause and effect
- ☐ setting
- ☐ point(s) of view from which the narrative is presented

2 marks

b. Explain how the story element mentioned in **part a.** combined with one production element to engage the audience and develop the narrative in another text that you studied this year.

4 marks

Question 3

With reference to **two** texts that you studied this year, analyse how editing techniques contribute to how audiences may read and understand the narratives.

In your response, you must refer to one or more of the following.

- the relationship(s) between characters
- the relationship between multiple storylines
- the genre(s) and/or styles that texts may reference
- the structuring of time and its impact on narrative progression

10 marks

END OF SECTION A
TURN OVER

SECTION B – Media texts and society's values

Name the texts that you studied for media texts and society's values this year.

_____

_____

Question 1

a. Describe a value held in society that you studied this year.

_____

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2 marks

b. Explain the effect of this value on the production of a media text that you studied this year.

_____

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2 marks

Question 2

a. Describe a social issue or discourse that is evident in media texts that you studied this year.

_____

_____

_____

_____

2 marks

b. Compare the way in which the social issue or discourse that you described in **part a.** has been represented in **two or more** media texts that you studied this year. Refer to specific representations within the texts.

8 marks

Question 3

Identify and discuss both a dominant and an emerging value that are evident in the texts that you studied this year.

6 marks

END OF SECTION B

SECTION C – Media influence

Question 1

Compare **two** communication theories or models.

4 marks

Question 2

Describe **two** theories of audience.

4 marks

Question 3

> Cheryl Olson [is] a clinical assistant professor at Harvard Medical School and author of the book, 'Childhood: The Surprising Truth About Violent Video Games and What Parents Can Do,' . . . Her years of research on the effects of electronic games on preteens and teens led her to one prevailing thought.
>
> 'Playing video games is normal kid behavior. If you're an otherwise good kid with a balanced life with friends and you take out the trash and are generally respectful, these games will not negatively impact you,' Olson said.

Source: Gabriel Perna, International Business Times online, 17 September 2010

a. Explain how a communication theory or model applies to the above extract.

You may use this space to illustrate your response.

2 marks

b. What is the major assumption on which the communication theory or model you mentioned in **part a.** is based?

2 marks

Question 4

The regulation of the media is a constant subject of social and political debate.

a. What are the major forms of media regulation in Australia?

2 marks

b. Outline **two** of the major arguments and evidence for media regulation.

4 marks

c. Analyse an issue arising from the attempt to regulate the media in a modern, democratic society such as Australia.

3 marks

END OF QUESTION AND ANSWER BOOK

Extra space for responses

Clearly number all responses in this space.

A script book is available from the supervisor if you need extra paper to complete your answer. Please ensure you write your **student number** in the space provided on the front cover of the script book. **At the end of the examination, place the script book inside the front cover of this question and answer book.**

State Government
Victoria